

THE CITY OF SAINT PAUL

Human Rights & Equal Economic Opportunity Department

Readus Fletcher



Human Rights & Equal Economic Opportunity

Mission

HREEO champions justice and equity by
confronting issues of discrimination and
providing innovative avenues for accessibility
and economic opportunities for all residents
and businesses



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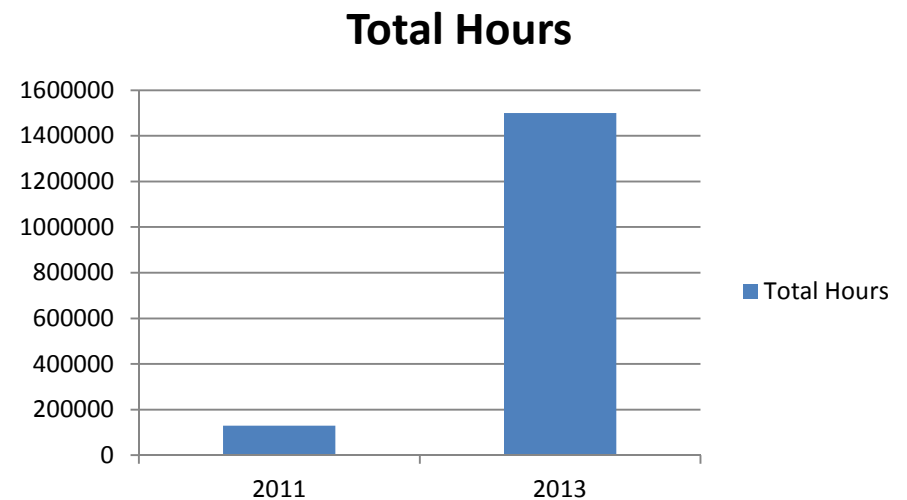
Recommendations to the Committee

1. Place public procurement with equity and capacity building with one entity
2. Invest in workforce preparation training programs
3. Expand EMS model across the region
4. Develop a regional approach to economic equity
 - a. Create a certification gateway portal
 - b. Continued collaboration with *Everybody In*
5. Expand efforts to grow and promote minority business enterprises
6. Increase resources for youth programs



Workforce Inclusion

1. Efforts to diversify workforce:
 - a. The Emergency Medical Services (“EMS”) Academy
 - b. Commercial Driver License Training
2. Construction Labor Hours Performed by Minorities and Women:
 - a. 2011: 130,000 total hours
 - b. 2013: 1,500,000 total hours



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Capacity Building

Partners in our workforce and business capacity building efforts:

1. Goodwill/Easter Seals Partnership
2. Under Construction Summer Internships and Bridging the Gap Service Program
3. Bricklayers Pre-Apprenticeship Training Program
4. Twin Cities RISE! Partnership
5. Latino Economic Development Center Partnership
6. Neighborhood Development Center Partnership



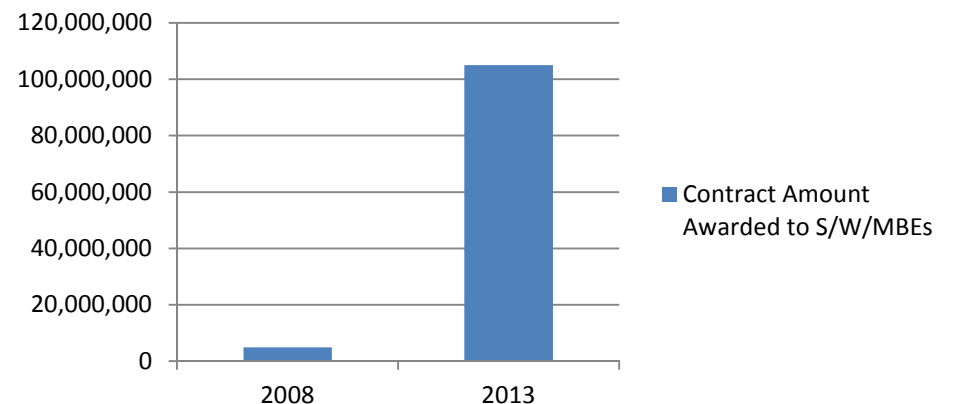
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Business Inclusion

Contract Amount Awarded to Local, Small, Women-owned, and/or Minority-owned Business Enterprises (S/W/MBEs):

1. 2008: \$4,851,200
2. 2013: \$104,961,262

Contract Amount Awarded to S/W/MBEs



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Central Certification Program

Collaborative approach to certifying S/W/MBEs:

1. The Central CERT Certification program certifies S/W/MBEs
2. Largest database in the State of certified local S/W/MBEs.
3. This is a collaborative effort with Hennepin County, Ramsey County, Saint Paul Port Authority, University of MN, Minneapolis Public Schools, MN Council of non-profits and MN Sports Facility Authority.

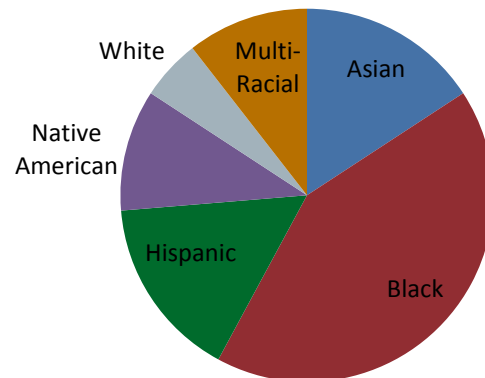


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EMS Academy

1. In 5 years it has graduated 150 students
2. 33% of the graduates are employed and 53% are pursuing further education in the medical field

Demographics of the Students



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Right Track Pipeline

1. Designed to create more and better jobs for youth.
2. A career development pipeline that connects youth with local employers
3. 450 youth per summer and 550 youth per year have obtained positions throughout the City.
4. In 2014, 90 professional internships are available for 11th and 12th graders.



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RIGHT TRACK

Youth Jobs Initiative



**RIGHT
TRACK**

SAINT PAUL. YOUTH JOBS.

Saint Paul's pipeline for youth
career development and
building a diverse future
workforce.

Catherine Penkert, City of Saint Paul



Youth Employment Matters

- 32% youth unemployment in Saint Paul
- Disparities in education and employment
- Need for innovative workers to replace Baby Boomers
- Racial equity in City workforce



Saint Paul's History of Youth Employment Work

- Decades of subsidized jobs
 - Since 2004, “Youth Job Corps” brand
 - State & Federal grant funds
- 1,500 applicants for 500 jobs each year. Needed to do more.
- Summer 2013, piloted Right Track program
 - 14 employers, 21 youth
 - Employers paid wages. \$50,000 earned by youth.

Career Development Pipeline



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TRACK**

YOUTH JOBS

01

550

City-subsidized jobs in parks, libraries, and nonprofits that provide basic work experience



**RIGHT
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YOUTH JOBS

02

90

Employer-paid professional internships for youth in 11th or 12th grade who are ready for a new challenge



**RIGHT
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YOUTH JOBS

PRO

+

Advanced internships run by partner organizations that build skills for specific careers



The Business Case for Youth Employment

- If your job applicants do not reflect city's diversity
- If you foresee worker shortages
- If you are looking to recruit and develop new talent
- If your business depends on a vibrant local economy



YJ02: Professional Skills Training

ORIENTATION

- Pyramid for Workplace Success
- Code Switching
- Business Etiquette
- Time Management
- Microsoft Office

WEEKLY WORKSHOPS

- Planning for Success
- Problem Solving
- Personal Mindset
- Collaboration
- Social Awareness
- Communication

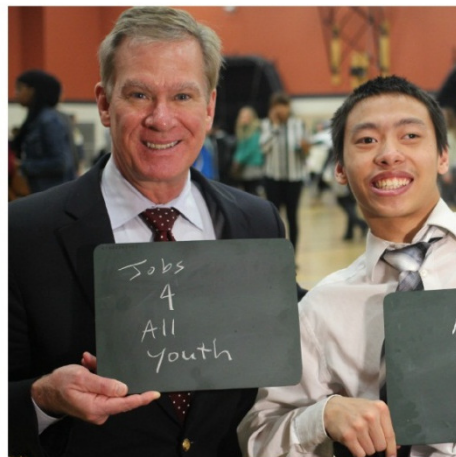


Why Right Track

- Improve educational outcomes
- Leverage wages for families in need
- Create new jobs (for youth)
- Think younger about talent development
- Diversify our future workforce

“Businesses, government, schools and communities must come together in new ways to get young people on the right track to future careers. The strength of our local economy depends upon their success.”

– Mayor Christopher B. Coleman



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